Advertisements with children promoting sales of synthetic products

@*209. SHRI KRISHAN LAL SHARMA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that Government had issued instructions to Doordarshan not to show advertisements with children promoting sales of synthetic products; and if so, the details of such advertisements;

(b) the reasons for violation, if any, of the instructions;

(c) whether Government propose to put a ban on such advertisements; and

(d) if so, the action taken or proposed to be taken in this regard ?

THE DEPUTY MINISTER IN THE MINISTRY OF INFORMATION AND BROADCASTING (KUMARI GIRIJA VYAS) : (a) to (d) Advertisements carried on Doordarshan are governed by its own Code for Commercial Advertising. The relevant portions of this Code as it relates to children are reproduced below :

Extracts from Doordarshan Code for commercial advertisement Advertising and Children

22. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organisation.

23. No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.

24. Any advertisement which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted, e.g. playing in the middle of the road, leaning dangerously out of a window, playing with match boxes and other goods which can cause accidents.

25. Children shall not be shown begging or in an undignified or indecent manner.

@Previously Starred Question 129, transferred from 2nd December, 1992.

Suggestion of R.B.I. panel on interest on export credit

*210. SHRI KRISHNA KUMAR BIRLA : Will the Minister of FINANCE be pleased to state :

(a) whether the panel set up by the Reserve Bank of India had suggested a 3 per cent cut in the interest rate on export credit, both for pre-shipment and post-shipment, while Government have only dropped 1 per cent interest rate on rupee export credit;

(b) if so, what are the reasons for not accepting the panel's suggestion in full;

(c) what is the manner in which it would encourage exports; and

(d) whether, with a view to facilitating higher industrial growth, Government propose to take a second look at the interest rate structure

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI RAMESHWAR THAKUR) : (a) No, Sir.

(b) The Committee set up by the RBI to look into the structure of the export credit did not make any specific recommendation though some of the members were in favour of substantial reduction in the rate on the export credit. The RBI taking all factors into consideration while announcing the monetary policy for the half year 1992-93 decided to lower the minimum lending rate of banks on advance of Rs. 2 lacs and above from 19% (minimum) to 18% (minimum) and accordingly the export credit rate was also lowered by one percentage point across-the-board.

(c) Lowering of interest rate would reduce the exporters cost and tend to make the export item more competitive provided the exporter is willing to pass on the benefit to his overseas buyer.

(d) The interest rates are kept under the constant review and are adjusted from time to time taking into account various factors like inflation, interest payable by banks on deposits, extent of pre-emption of banks' funds under CRR, SLR, etc.